

2006 NOAA Fisheries Employee of the Year Nomination

Narrative (continued)

Nominee's Name: Last, First, Middle:

Kim, Su

Nomination Category:

Administrative/Support GS1-10 or pay band equivalent

Su Kim's creative excellence in visual communications has greatly enhanced the Northwest Fisheries Science Center's image during a milestone year—the 75th anniversary of the Montlake Laboratory-- and earned her national recognition within and outside the agency. Over the past year, Su has used her skill and dedication to create crisp and colorful designs for special events, produce numerous high-quality publications, and helped the Center improve public awareness about the agency's mission and activities.

A self-taught graphic designer, Su entered the field of communications over 5 years ago and has since emerged as a top designer at the Center. In May through October 2006 she took on a particularly challenging role in designing a diverse suite of products for the Center's 75th Anniversary celebration. For a staff appreciation event, Su incorporated the Center's rich history and current innovative research in fisheries science to design and produce an anniversary T shirt, VIP badges, 7th Annual Awards Ceremony brochure, event program, invitations, special edition of the "About the Center" newsletter, and a commemorative geodetic marker unveiled by Vice Admiral Conrad Lautenbacher—the first such marker in NOAA Fisheries—that designates Montlake as a historic building. The unique marker design and T-shirts will continue to serve as an effective outreach tool that boosts Center morale and highlights our achievements to our research partners and constituents.

Su's eye for detail and creative design layout not only earned her recognition at the Center but throughout NOAA Fisheries and nationwide. Based on glowing recommendations from our staff, Su was asked to revise an existing brochure for the National Oceans and Human Health (OHH) program in June 2006. Working within an extremely tight deadline and relying mostly on email communication with the National OHH Coordinator, Su was able to effectively translate their needs into an eye-catching, professional product. She also received several accolades from education/outreach coordinators and scientists for her work throughout the year, including an informational brochure for the NMFS Training Council (March 2006) and several illustrations for the *Sound Science* report presented to Governor Gregoire in January 2007 and involving over 12 regional agencies. In December 2006 she also coordinated the design and layout of a 100-page science teacher curriculum guide *The Truth About Science* for an educational non-profit project funded by NOAA, as well as a cover layout for a well-known science journal, *Marine Mammal Science*.

Her aptitude for learning and eagerness to advance her professional development led her to pursue a four-month NOAA Rotational Assignment with the Pacific Islands Regional office (PIR) starting in October 2006, where she is currently filling a much-needed gap in visual graphics support. Thus far, Su effectively applied her expertise to the development of educational posters to increase public knowledge about key protected species in Hawaii, and quickly caught the attention of her peers and managers with her extraordinary attention to detail, creativity and resourcefulness. In addition to her duties at the Center and with PIR, Su continually hones her skills in her free time by providing visual design services to the community. Since September 2006, she has produced marketing materials for numerous local and national charity events, including t-shirts for American Heart Association "Heart Walk" and bike jerseys and banners for the Multiple Sclerosis Society's "Fish 4 a Cure" bike ride.

It is not only what Su produces that makes her such a valuable asset; it is how she produces it. Su's cooperative nature, patience, positive attitude, and flexibility are invaluable to the Center's communications efforts. Developing successful communications products requires an ability to work well with others. No matter how prepared you think you are, there are always last minute text changes or substitutions of photos, which for a graphic designer can mean complete rearrangement of the layout. Her positive attitude and commitment to quality and timeliness will continue to help the Center and NOAA Fisheries look its best. Su's outstanding ability to convey key messages through design are a credit to the Center, the agency and the public. For these reasons, I am extremely pleased to submit her nomination for NOAA Fisheries Employee of the Year.